

Message Text

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PAGE 01 SAO PA 00311 101442Z

ACTION COME-00

INFO OCT-01 ARA-10 ISO-00 EB-08 USIA-15 FEAE-00 /034 W

-----101445Z 125155 /44

P R 101200Z FEB 77

FM AMCONSUL SAO PAULO

TO SECSTATE WASHDC PRIORITY 7478

INFO AMEMBASSY BRASILIA

AMCONSUL RIO DE JANEIRO

UNCLAS SAO PAULO 0311

E.O. 11652: N/A

TAGS: BEXP, BR

SUBJECT: U.S. SUPPORT OF ENERGY EXHIBITION 78

REF: STATE 004907

1. TRADE CENTER DIRECTOR AND COMMERCIAL COUNSELOR HAVE REVIEWED PROPOSED ACTIVITIES FOR TC STAFF AND CONGEN IN ENERGY 78 AND BELIEVE THAT THEY WILL BE EXCELLENT USE OF RESOURCES AT THAT TIME. ENERGY SYSTEMS WILL CONTINUE TO HAVE HIGHEST PRIORITY IN BRAZIL THEN AND THIS MAJOR INTERNATIONAL EXHIBITION WILL BE THE ONLY ONE IN 1978 ENJOYING BONDED WAREHOUSE FACILITIES, ACCORDING TO COMMUNICATION LAST WEEK FROM ALCANTARA MACHADO ORGANIZATION.

2. IN ADDITION TO ACTIVITIES PROPOSED BY USDOC CONGEN WILL USE PART OF SPACE PROVIDED BY MARTIN DWYER FOR VSMF, THE BIO WILL ALSO PROVIDE INFORMATION ON THE TRADE CENTER AND FUTURE PROGRAMS.

3. AT APPRECIATE TIME WE WILL ASK ALCANTARA MACHADO TO GIVE PUBLICITY IN PRE-SHOW PUBLICATIONS AND SHOW CATALOG TO EVENTS TAKING PLACE IN TRADE CENTER. WE WILL INDEPENDENTLY ENDEAVOR TO PLACE ARTICLES IN ENERGY TRADE JOURNALS ON TRADE CENTER/ENERGY-CONNECTED FUTURE PROGRAMS.

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4. IF COMMERCE CONCURS TC PROMOTION STAFF AND CONGEN E/C STAFF COULD PROBABLY MAKE KEY BLUE-RIBBON CALLS MGT

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INT ON BEHALF OF AMERICAN EXHIBITORS, MAKING CLEAR OF COURSE REPRESENTATIONS ARE NOT ON BEHALF OF DWYER ORGANIZATION BUT RATHER; PARTICULAR COMPANIES.

5. TC STAFF COULD ALSO PLACE ARTICLES IN COMMERCIAL BULLETIN, AMCHAM MAGAZINE AND OTHER PUBLICATIONS. THESE SHOULD BE SUPPLIED BY DWYER, U.S. INDUSTRY OF TRADE ASSOCIATIONS, OR THE COMPANIES THEMSELVES WITH UNDERSTANDING USSTC STAFF WILL MODIFY AS NECESSARY TO ACHIEVE GREATEST LOCAL APPEAL.

6. BECAUSE OF APPARENT SIZE AND IMPORTANCE OF ENERGY 78 IT IS RECOMMENDED THAT PLASTICS PRODUCTION EQUIPMENT EXHIBITION SCHEDULED TENTATIVELY FOR THAT MONTH BE DEFERRED UNTIL AFTER SEPTEMBER 1978 SHOW. TO ATTEMPT TO DO BOTH MIGHT RESULT IN LESS THAN MAXIMUM EFFECTIVENESS OF EITHER, WHILE CONCENTRATION OF ALL RESOURCES OF ENERGY 78 SHOULD RESULT IN OPTIMUM SUPPORT FOR U.S. EXHIBITORS AND MOST FAVORABLE PUBLICITY FOR TRADE CENTER AMONG VERY LARGE ENERGY-RELATED IN BRAZIL AND OTHER LATIN AMERICAN COUNTRIES WHO WILL BE ATTRACTED TO ENERGY 78 AS EXHIBITORS OR VISITORS. CHAPIN

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